

# Your Path, Your Impact

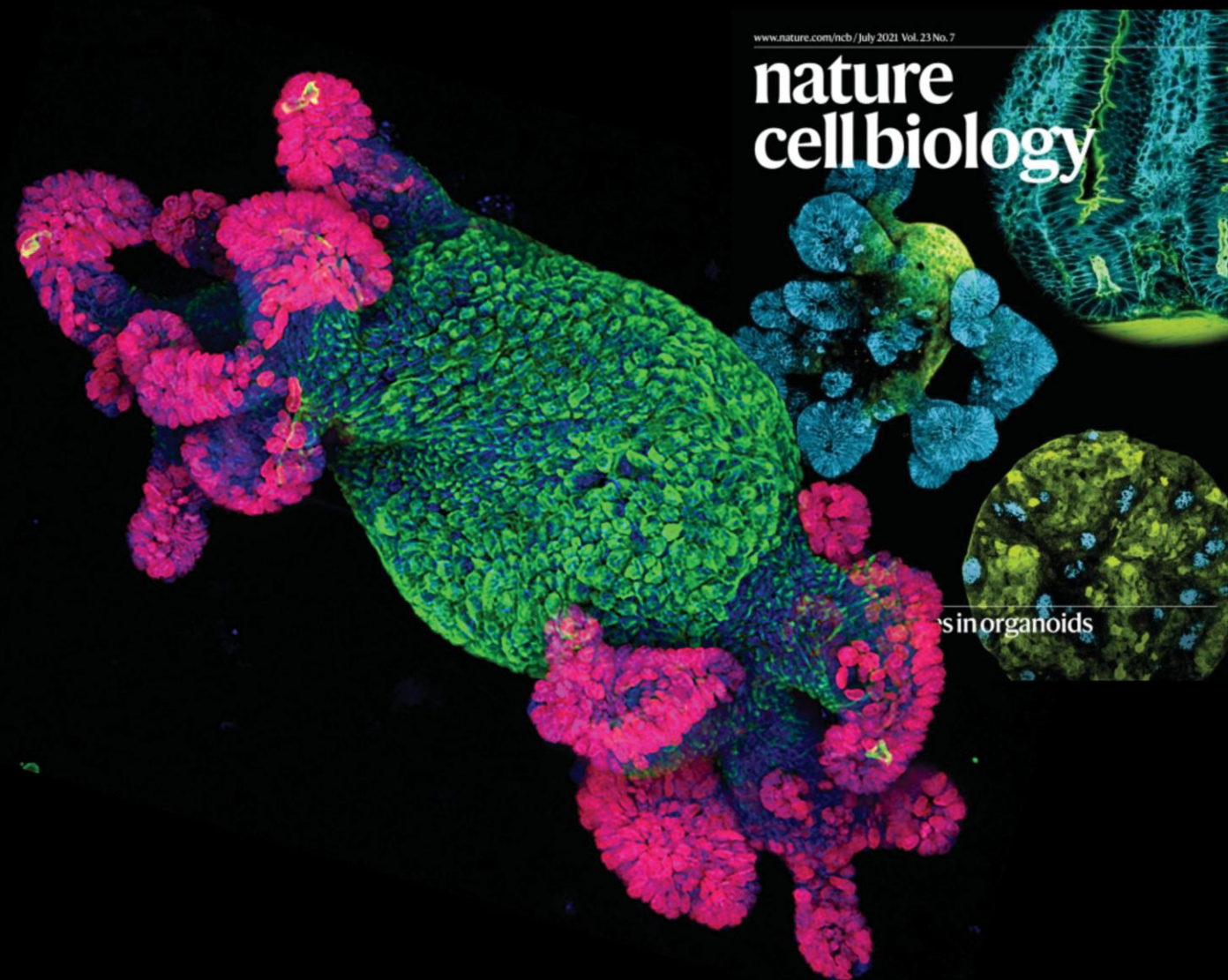
Lessons from my biotech journey and how to  
shape your own

BCF Career Event  
28<sup>th</sup> May, 2025

**hollandbio**







www.nature.com/ncb / July 2021 Vol. 23 No. 7

**nature  
cell biology**

sin organoids

The international journal of science / 8 October 2020

**nature**

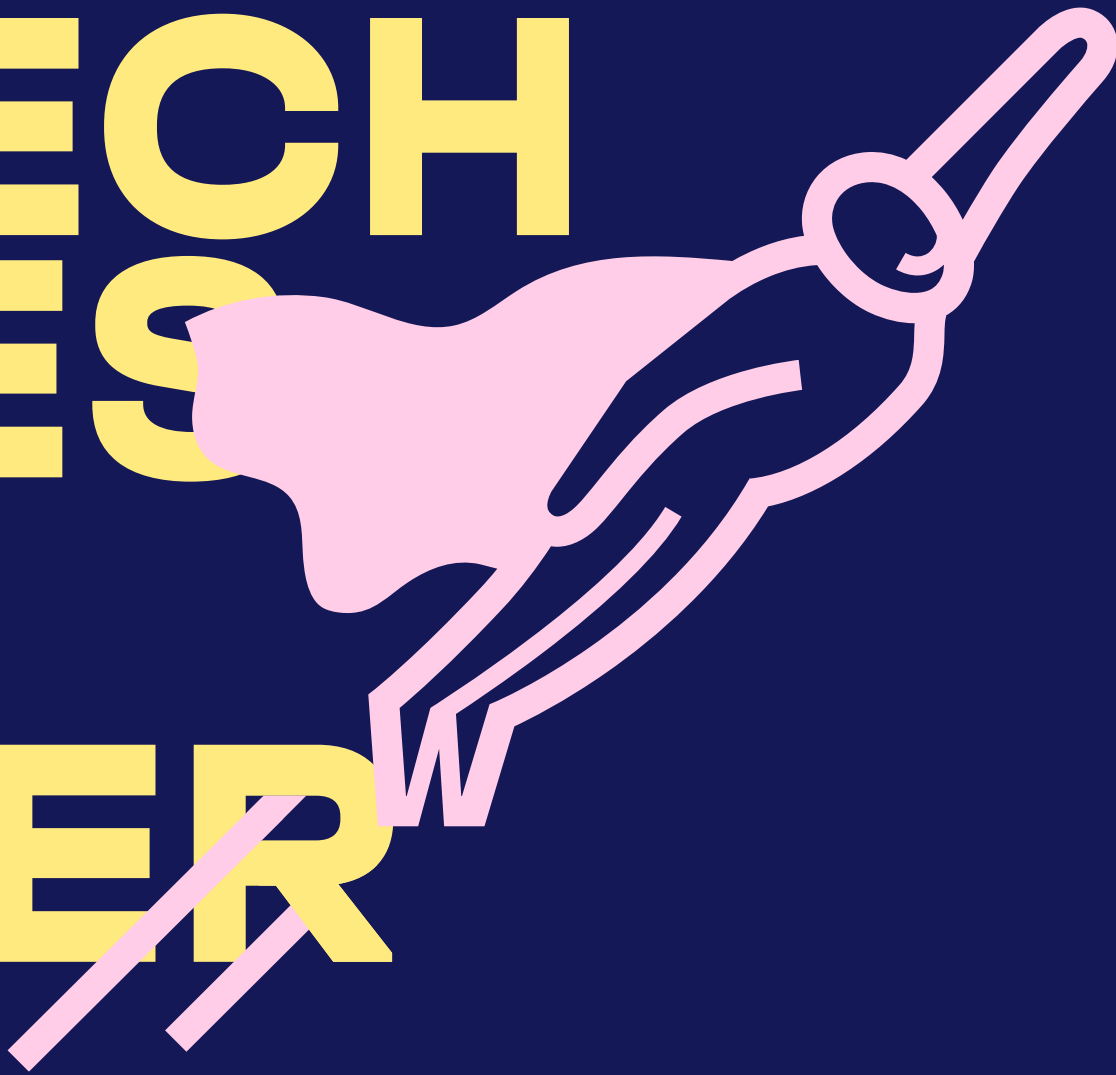
**GUT  
PROFILES**

Screen of intestinal organoids reveals  
mechanisms of tissue regeneration

**hollandbio**



**BIOTECH  
MAKES  
LIFE  
BETTER**





# Three drivers of a new wave of innovations

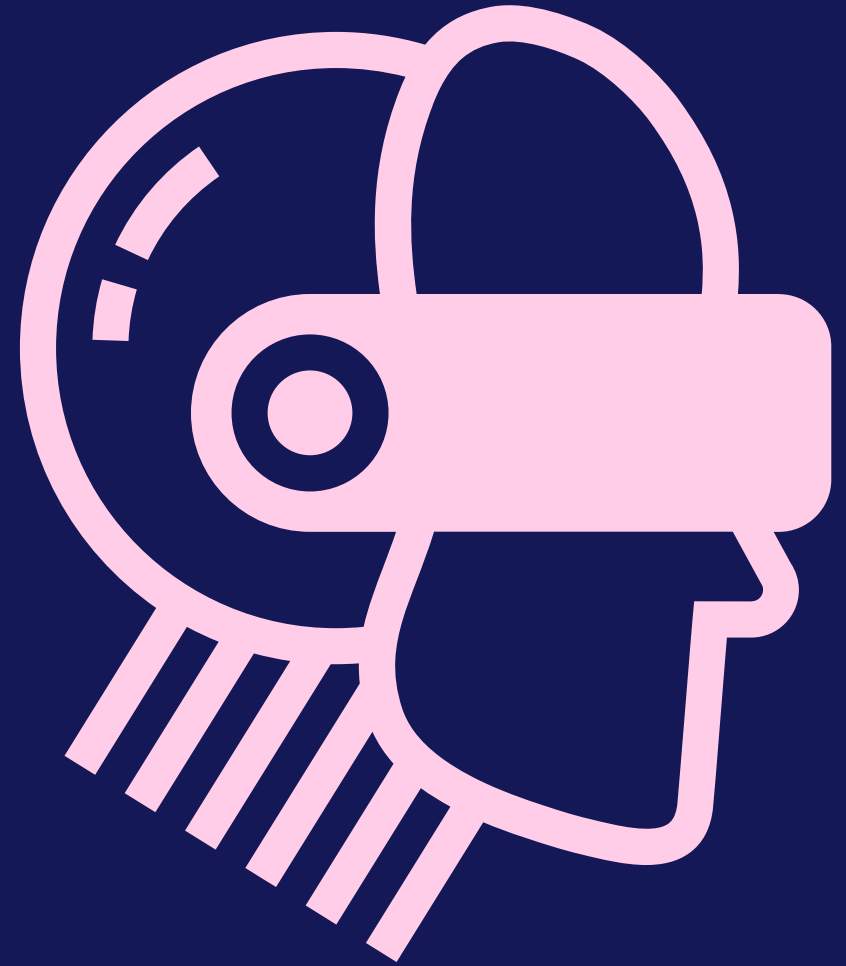


# GLOBAL CHALLENGES





# BIOSCIENCE, COMPUTING & AI





**ENTREPRENEURS  
DETERMINED  
TO MAKE A  
DIFFERENCE**





# 45%

**of the worlds disease burden** could be addressed with innovative treatments, such as gene therapy





# 60%

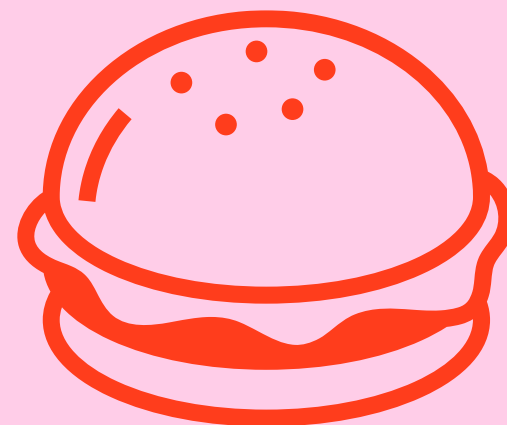
**of physical inputs** (fuels, chemicals and fabrics) could be made using biological means, such as fermentation





# 50%

of livestock CH<sub>4</sub> and N<sub>2</sub>O emissions  
can be reduced with enhanced food  
production and alternative proteins





In the next decade or two, **400** applications  
could have a direct economic impact a year of:



**TWO TO FOUR  
TRILLION**



**Innovation  
transforms  
the way we  
heal, fuel  
and feed  
the world**

Source:  
*The Bio Revolution*  
McKinsey Global  
Institute



QUESTION

**What percentage of the impact of innovation depends on acceptance by consumers, society and regulators?**





70%



**SEVENTY!**

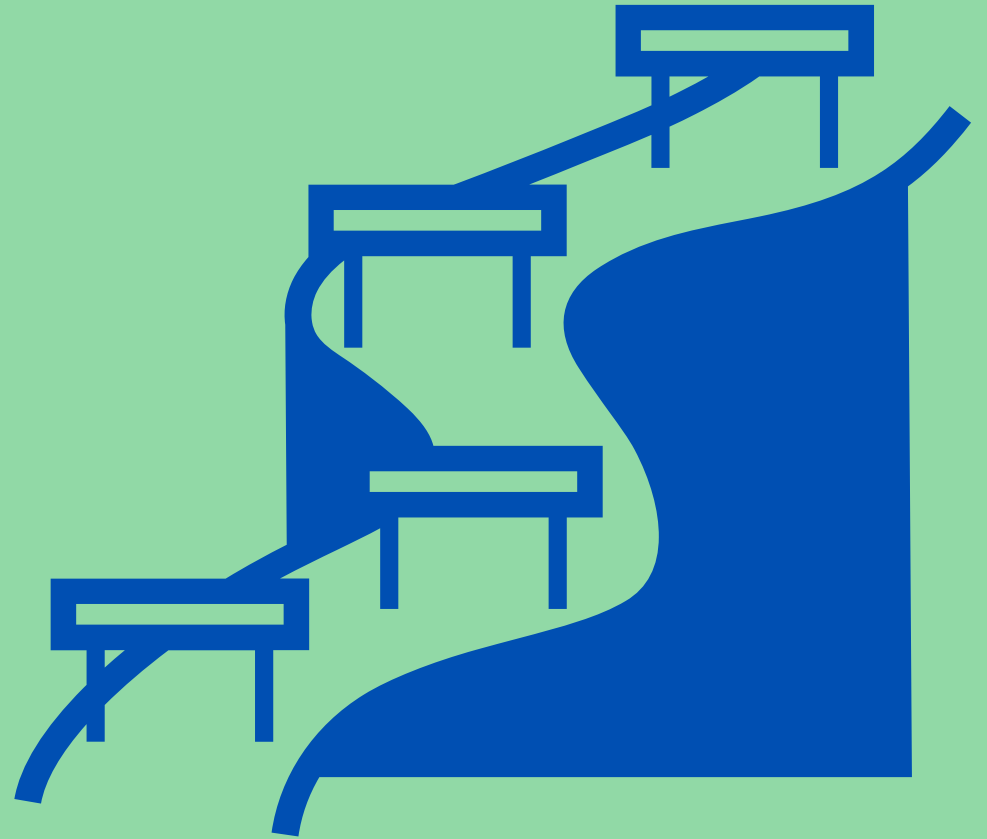




1%  
TIME  
TO  
WASTE  
!



**THE WORLD  
NEEDS YOUR  
DRIVE  
CREATIVITY  
PASSION  
SKILLS  
ENTHOUSIASM  
KNOWLEDGE**





# Annemiek

- 25 years biotech experience
- Product development, innovation policy & advocacy
- M.Sc. in chemistry and economics
- Managing Director of hollandbio
- Board member of EuropaBIO and Biotech Booster
- Mother of 2 teen girls
- Passionate about biotech and watersports





# Career planning?





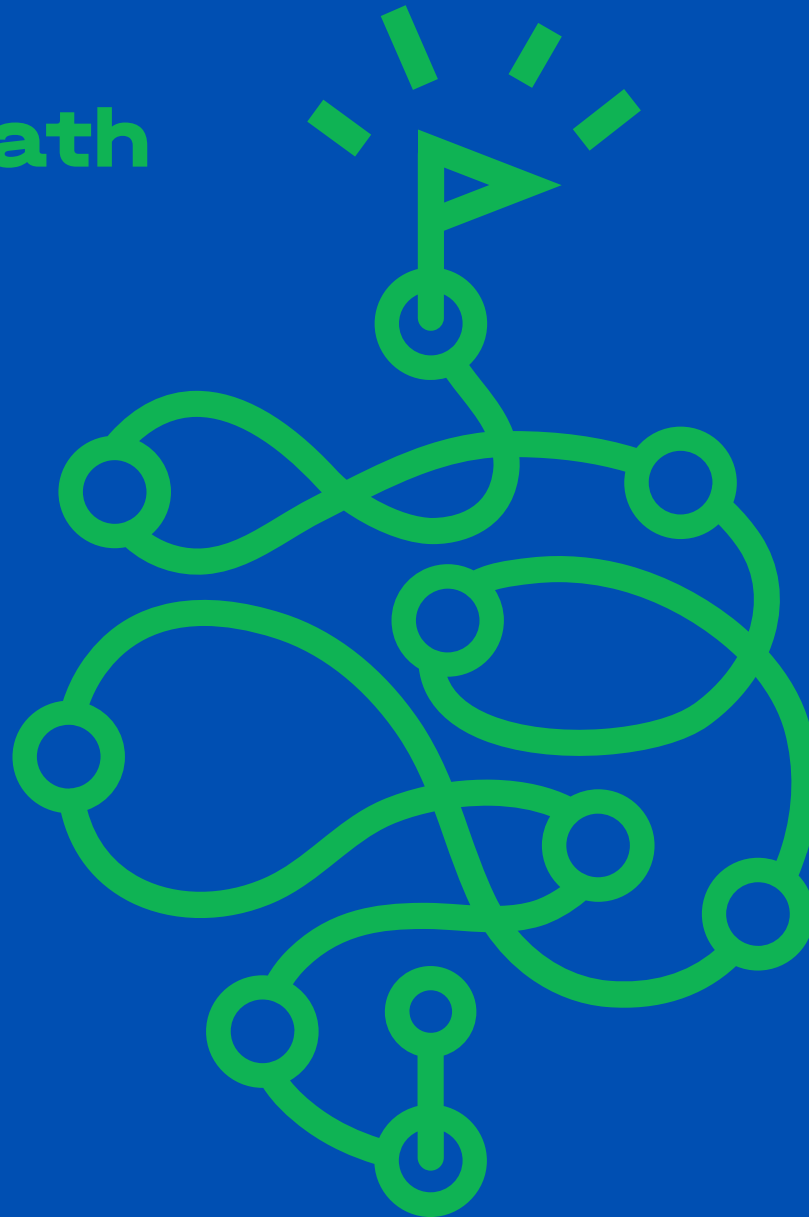
# Finding my path

Yes, please

- Biotech
- Innovation
- Projects
- Working together

No, not for me

- PhD
- Sales
- Teaching
- ICT





# My purpose

Everybody should benefit ASAP  
from the newest scientific  
insights that improve health or  
make our world a more  
sustainable place





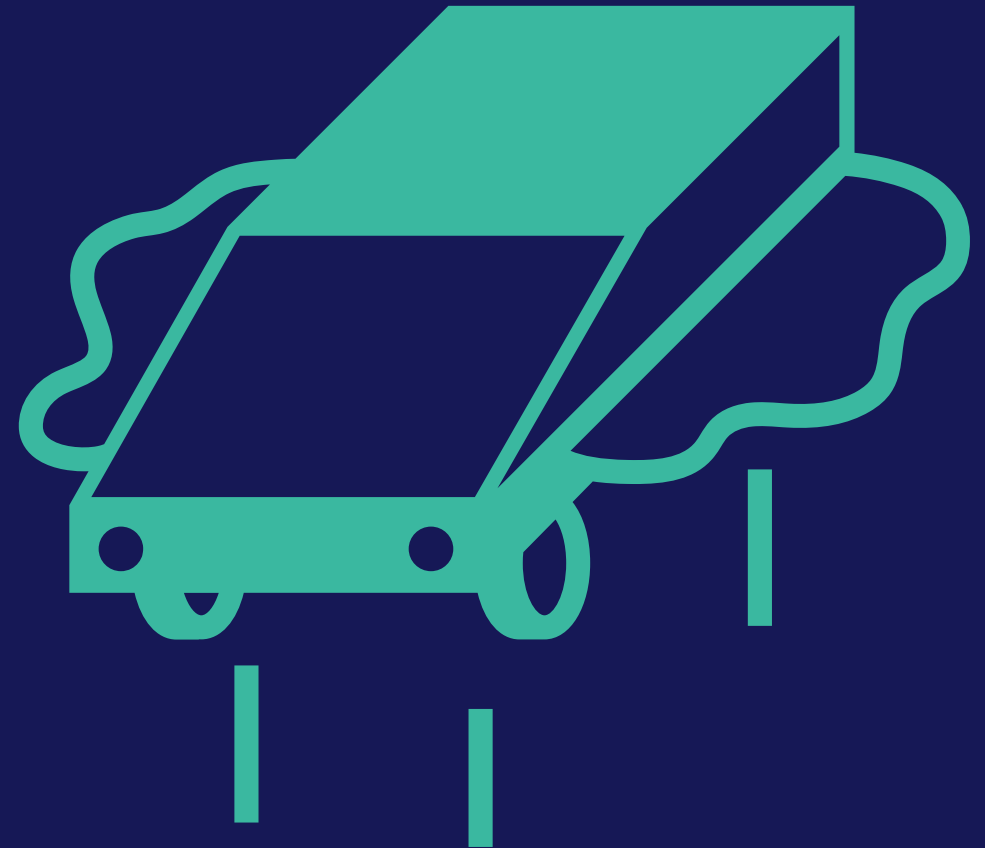
# hollandbio





# Who do we represent?

- More than **260** member companies.
- **Transformative innovations:** from diagnostics, medicines & vaccines and seed breeding to cultivated meat, proteins and raw materials from micro-organisms.
- About **85%** startups and SMEs, in addition to large companies and multinationals.







What my dad thinks I do



What my members think I do



What my kids think I do



What my friends think I do



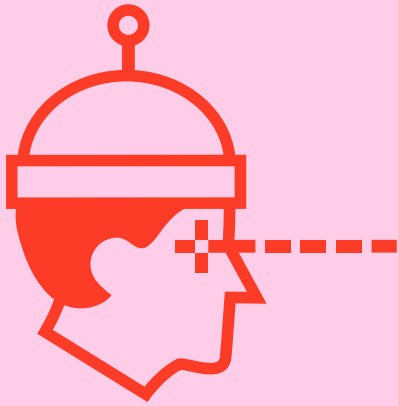
What my neighbours think I do



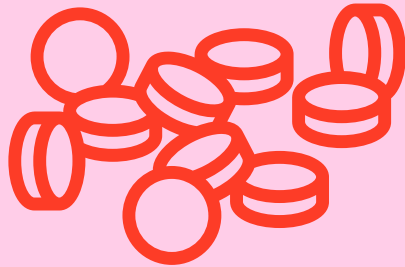
What my aunt thinks I do



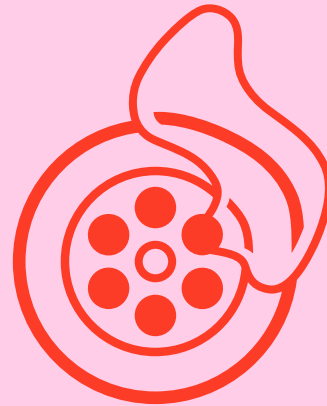
# Different companies, same challenges



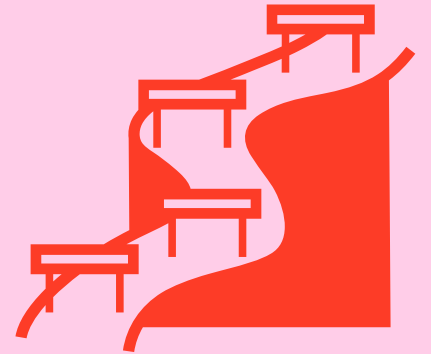
**Knowledge intensive**



**Capital intensive**



**Risky**



**Long way to market**

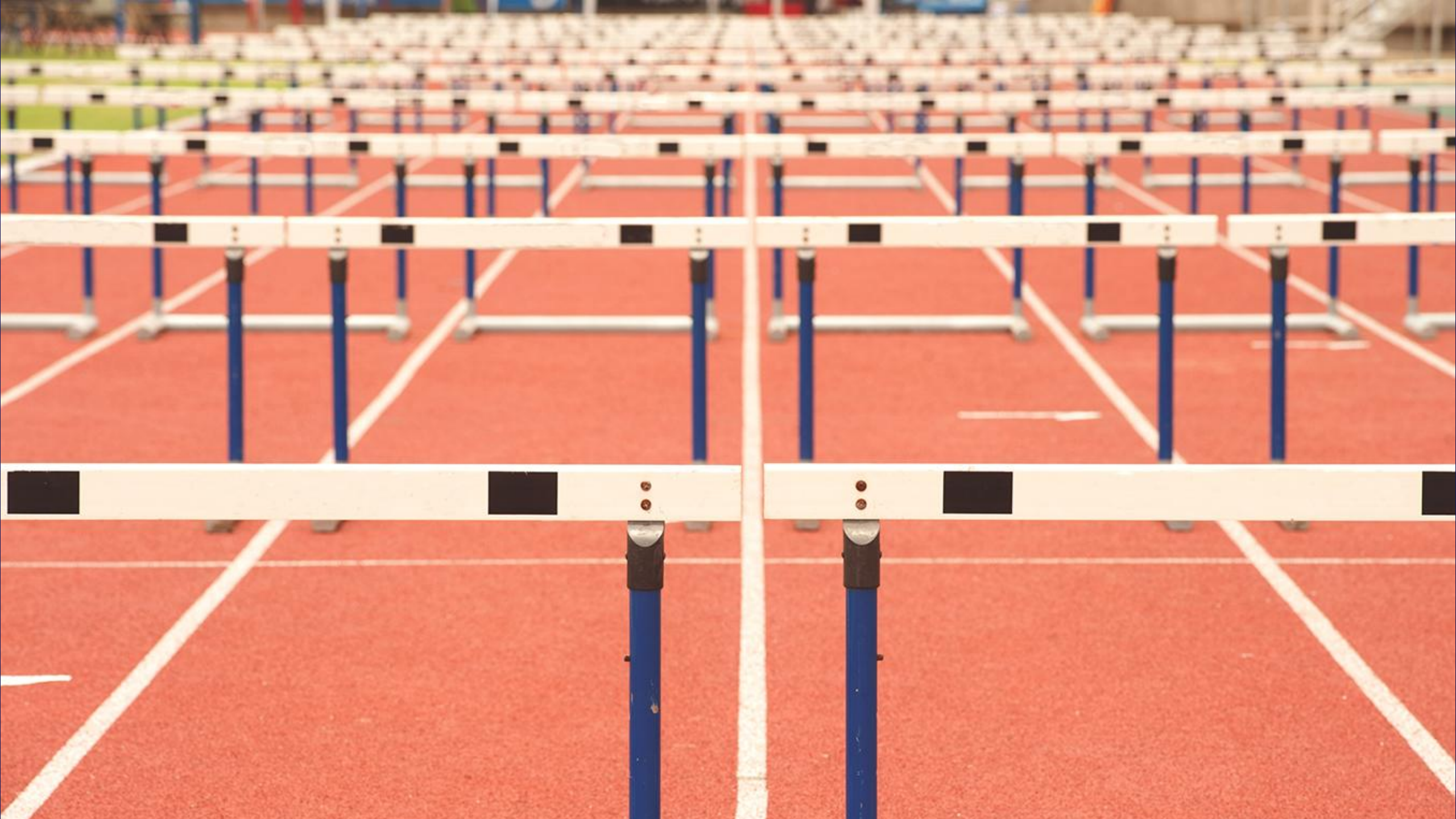




IT'S A

# BUMPY ROAD







# FOCUS ON IMPACT





# SUPPORTING THE FRONTRUNNERS





What's holding back biotech developments?

**ARE WE:**  
**ABLE?**  
**ALLOWED?**  
**WILLING?**



# ONE FOOT ON THE GAS AND ONE ON THE BRAKE

'Hey, we aren't going anywhere!'



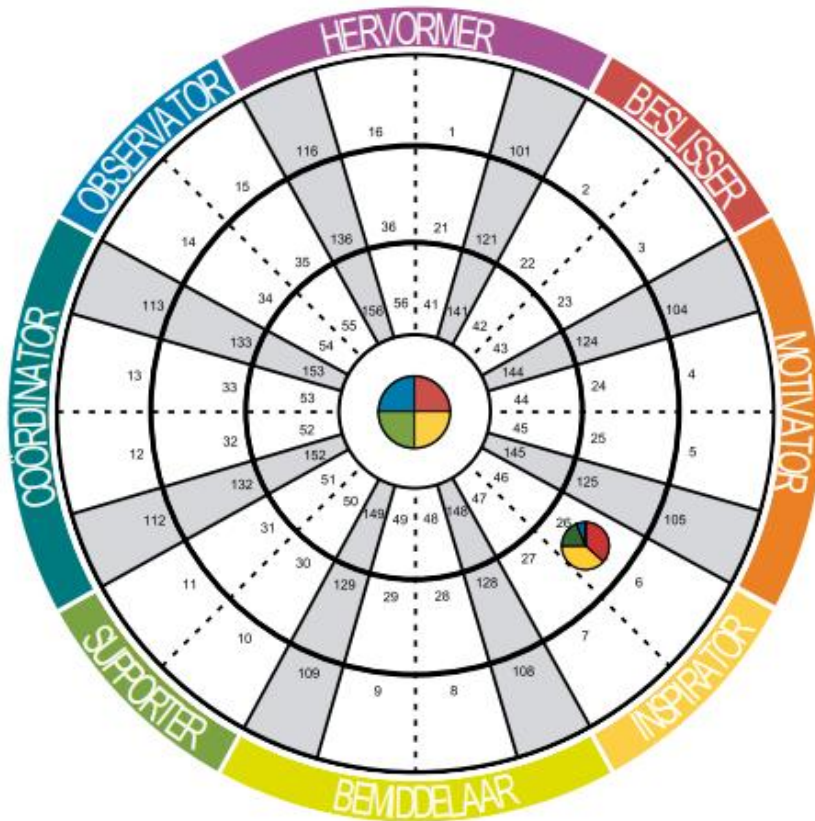


# HOW TO CREATE IMPACT ?



# Knowing my strengths...

## Insights Discovery



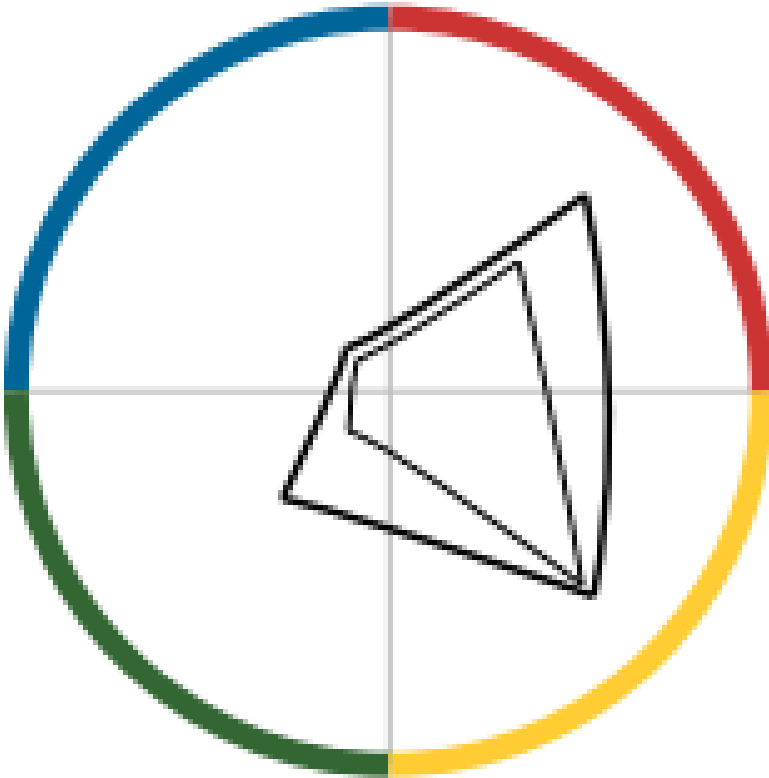
## CliftonStrengths' Top 5

- 1. Strategic
- 2. Positivity
- 3. Learner
- 4. Communication
- 5. Arranger



## ...and my weaknesses

### Insights Discovery



### CliftonStrengths' Top 5

- 30. Restorative
- 31. Empathy
- 32. Discipline
- 33. Context
- 34. Deliberative





**Great  
Place  
To  
Work<sup>®</sup>**

**Certified**

JUL 2024-JUL 2025

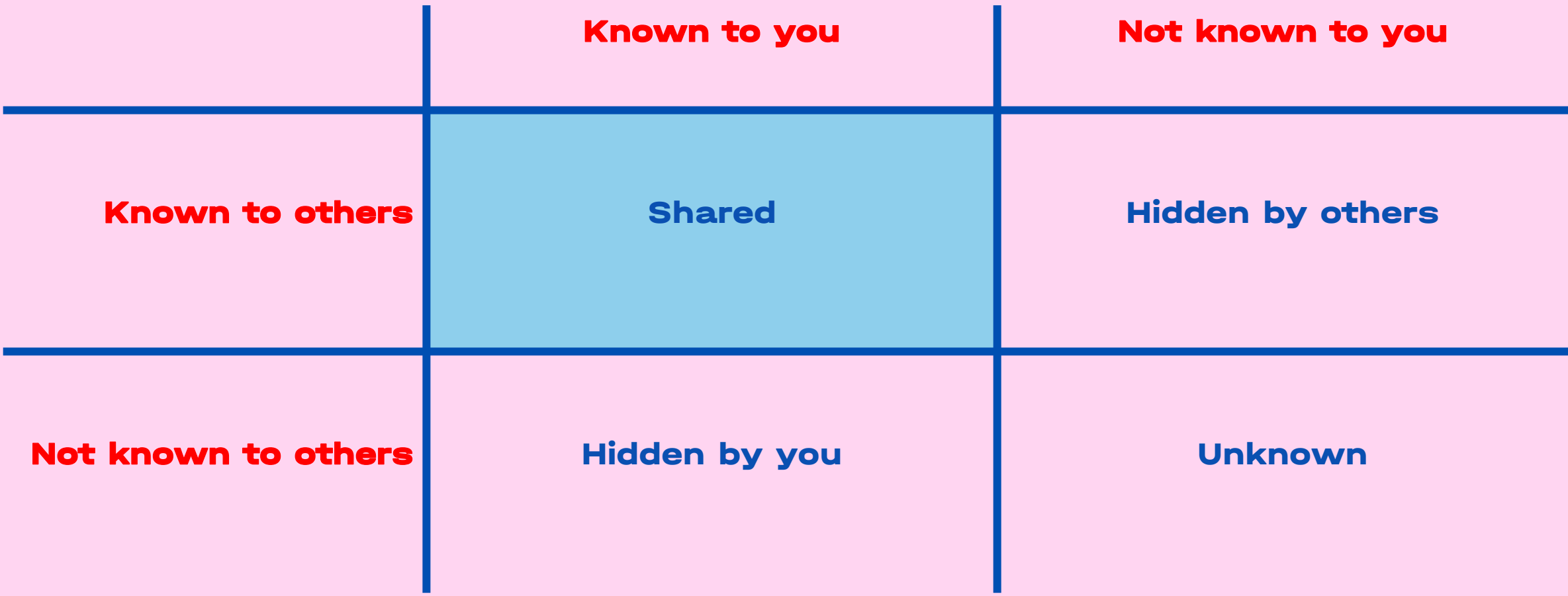
NL

TM



# Sharing knowledge and information

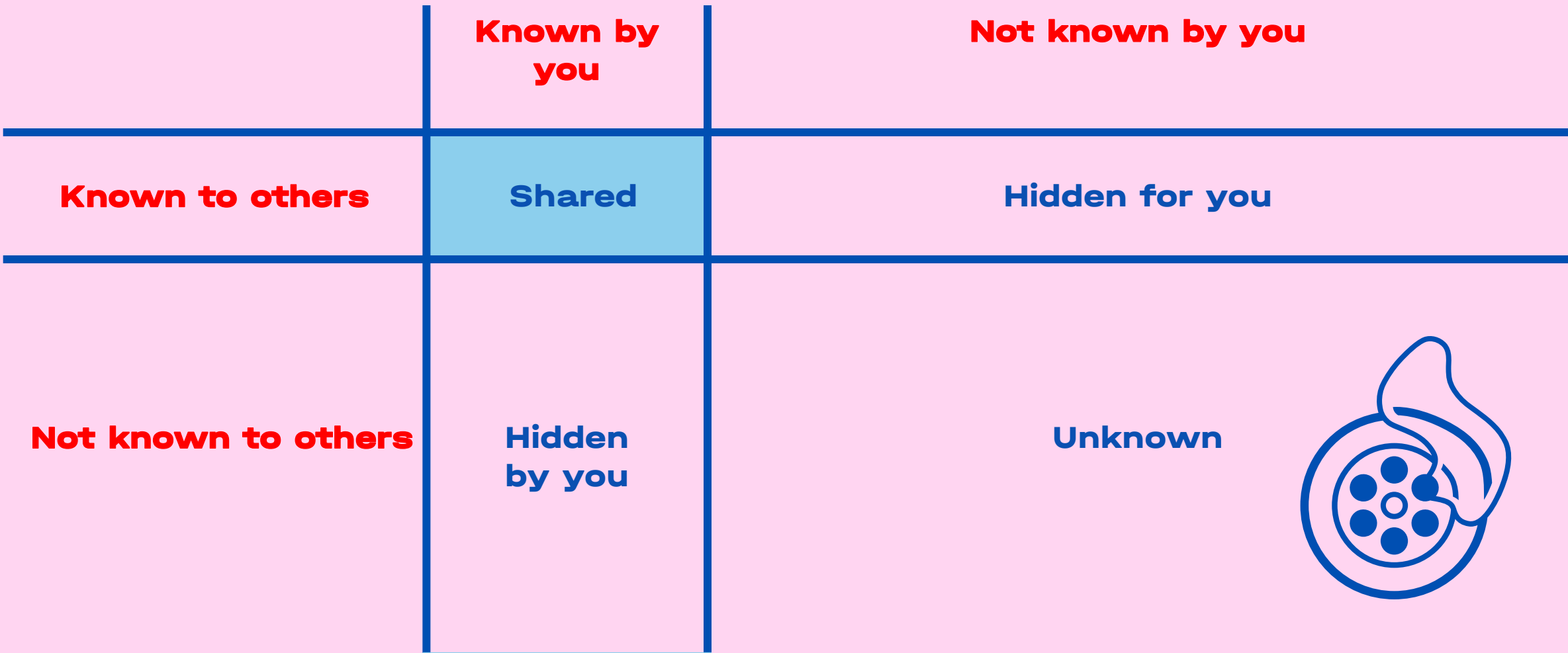
## Johari window for organizations



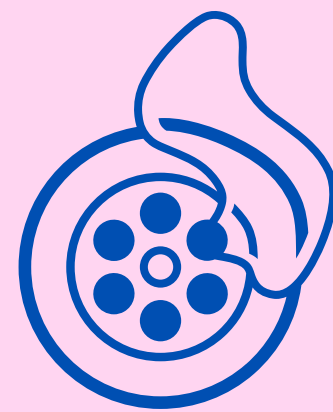


# Not sharing knowledge and information

## Johari window



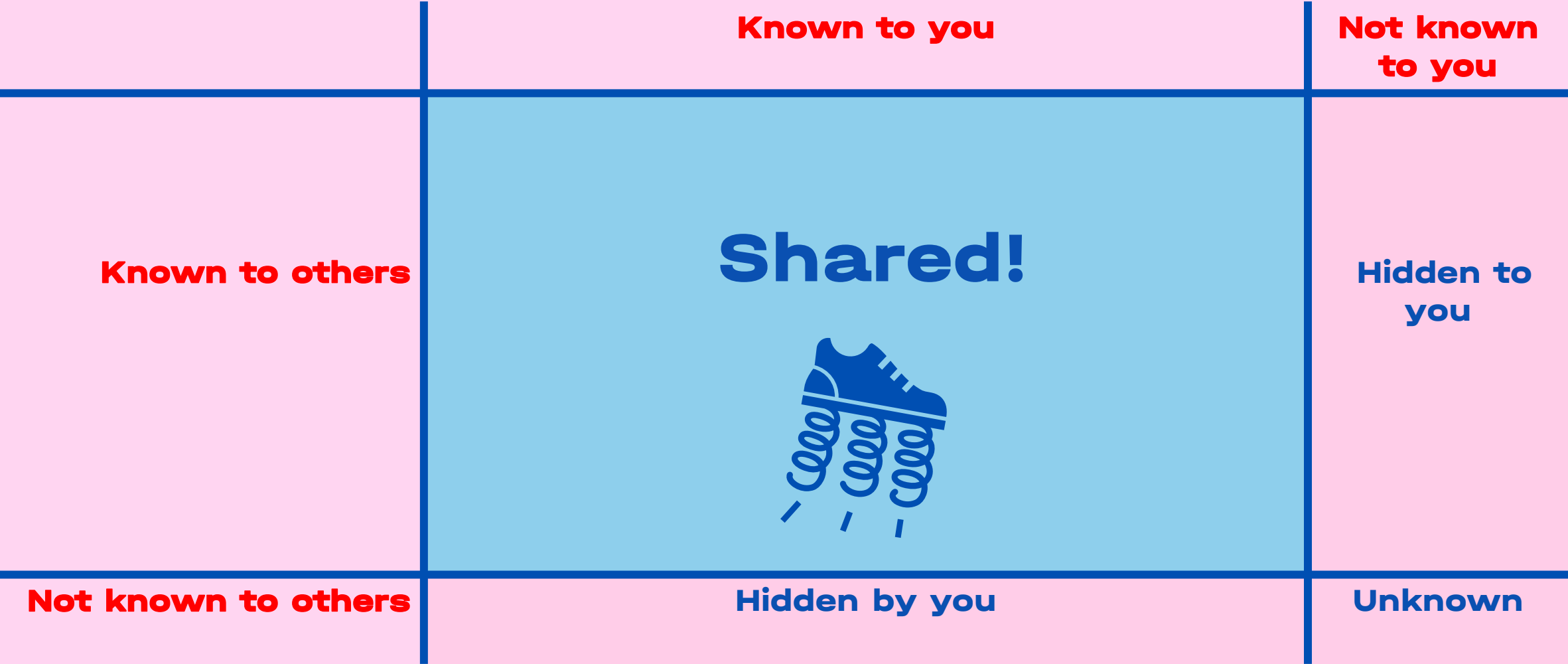
hollandbio





# Sharing knowledge and information

## Johari window



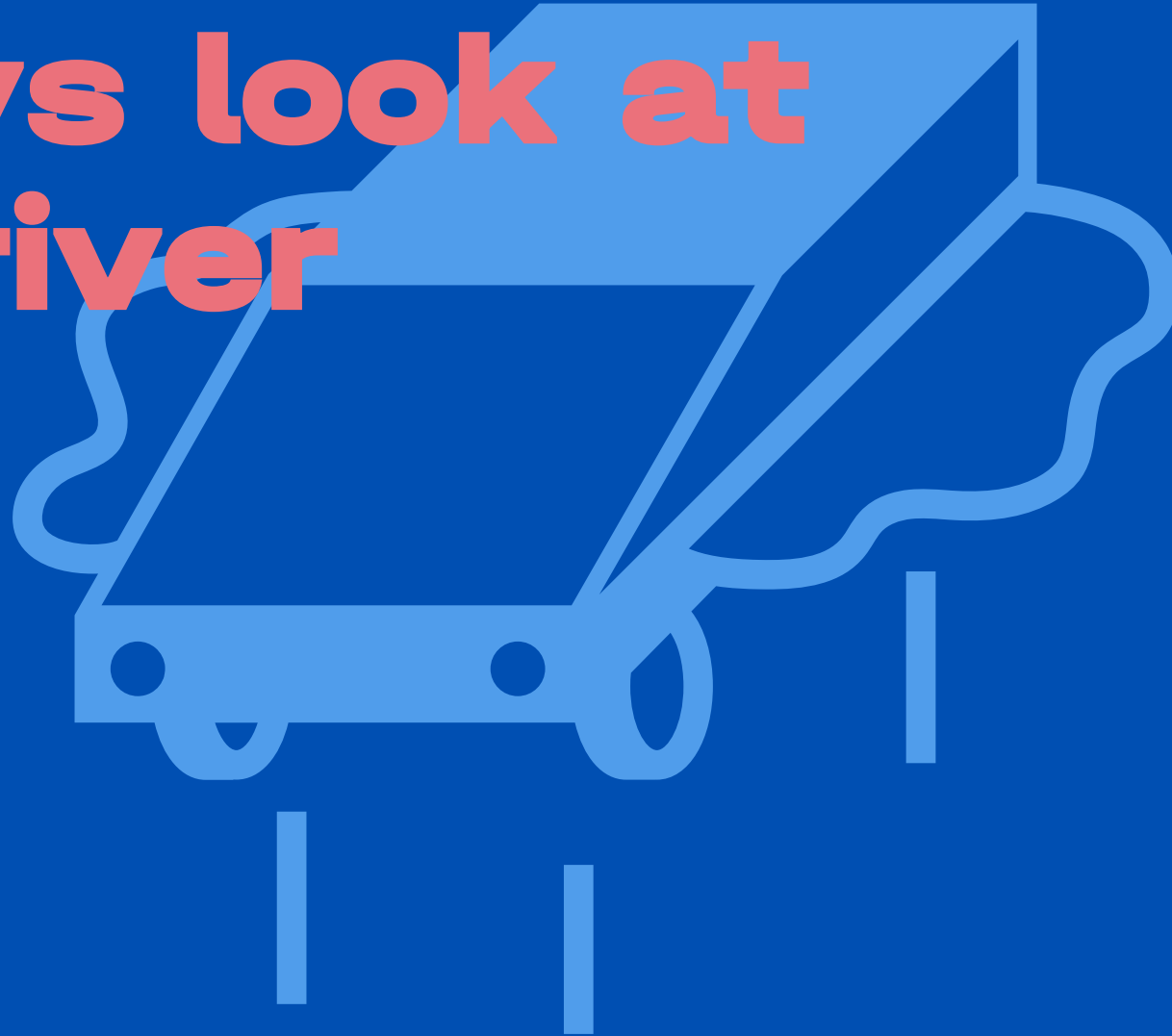


**YOU MAKE A  
DIFFERENCE  
THROUGH  
OTHERS**





# Always look at the driver



- Does he notices you?
- Understand where he wants to go!



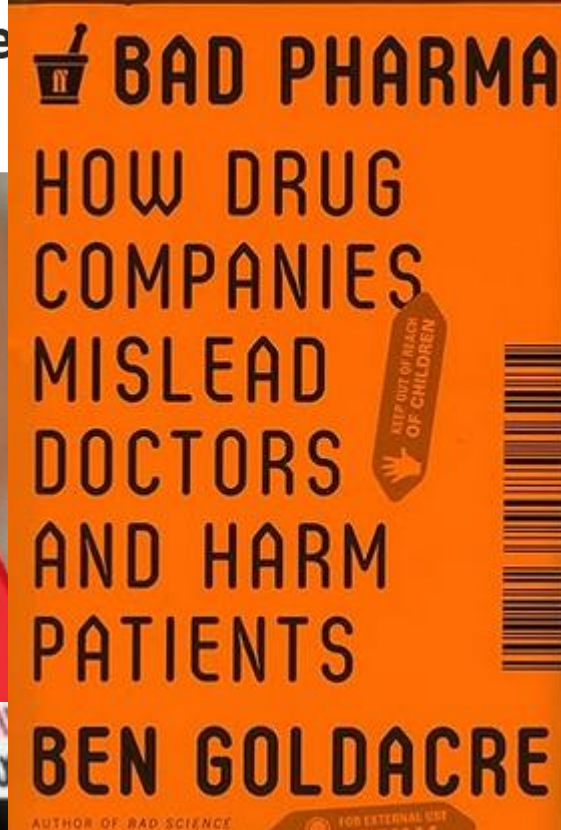


# HOW DOES DECISION MAKING WORK?





# Campagne Wemos over medicijnprijzen lanceert Monopoly, de Medicijn Editie



WETENSCHAP

Wel duur, niet per se effectief: hoe tegenvallende kankermedicijnen toch op de markt komen

## Winsten voor aandeelhouders krijgen voorrang boven farmaceutisch onderzoek

SOMO's onderzoek naar de 27 grootste farmaceutische bedrijven wereldwijd zien dat er de afgelopen 20 jaar meer geld is geïnvesteerd in financiële activiteiten dan in de productie van medicijnen en medicijnonderzoek. Geld dat op grote schaal geleend werd kwam niet terecht bij investeringen in onderzoek en ontwikkeling van nieuwe medicijnen of productiecapaciteit, maar werd uitgekeerd aan aandeelhouders als dividend en besteed aan het terugkopen bedrijfsaandelen.



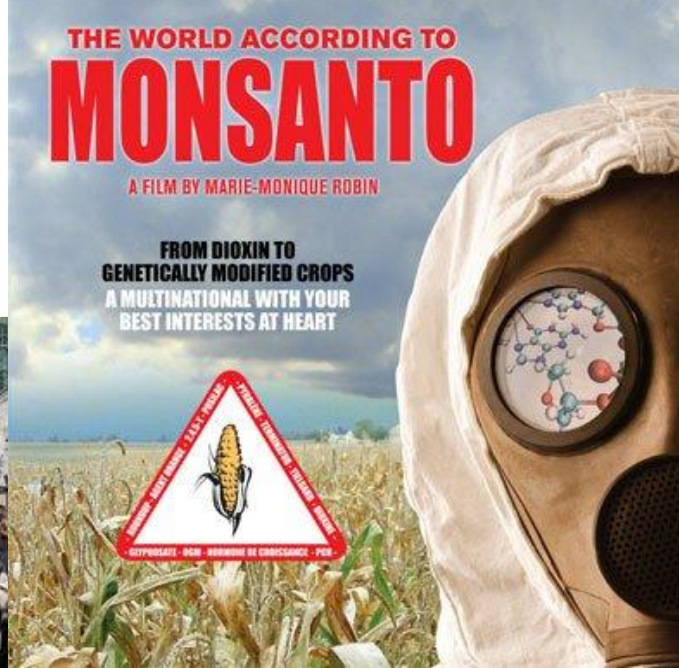


WAKKER WORDEN...

MIJN ETEN,  
MIJN KEUZE!

PETITIES.NL

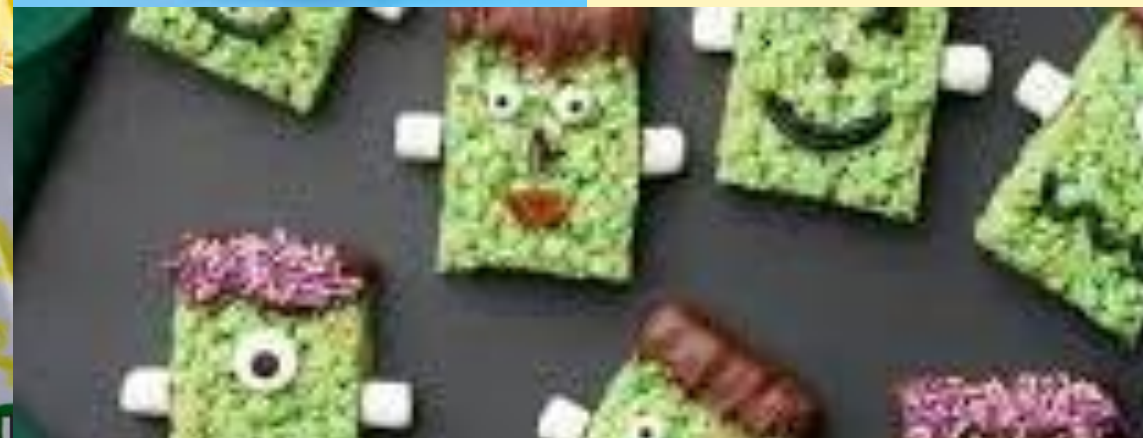
HOUD ONS VOEDSEL GENTECHVRIJ



Italy moves to ban lab-grown meat to protect food heritage



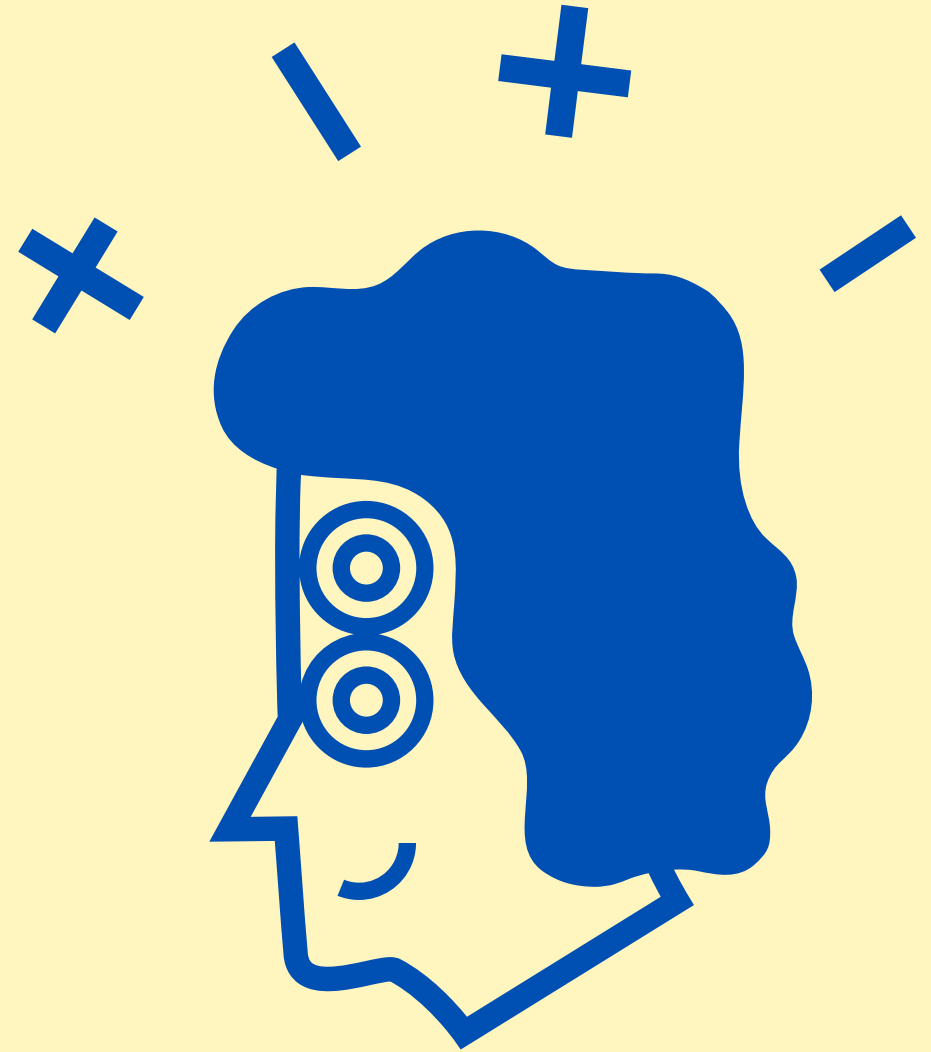
Why is Florida Trying to Ban Cultivated Meat?





# Winning others over... the scientific way

- Providing facts & figures
- Disputing arguments
- Mythbusting
- Explaining techniques
- Safety data
- ...



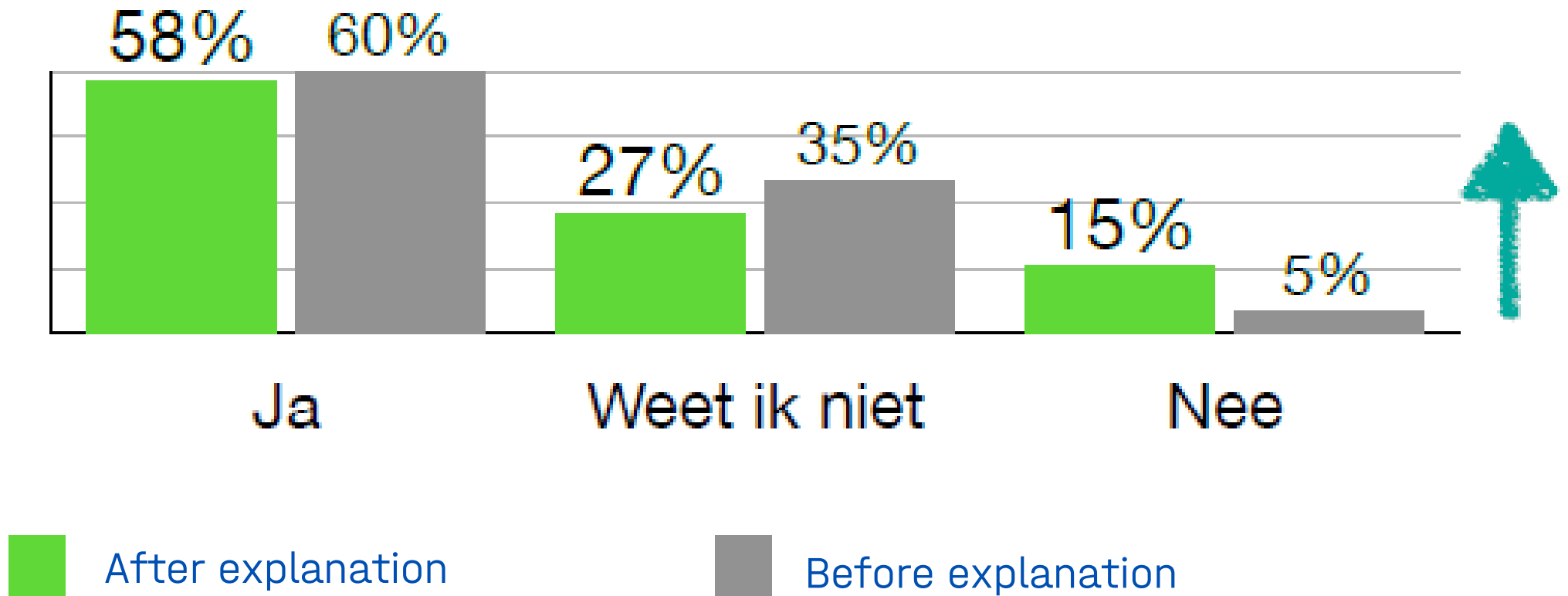


**NOPIE**



# Backfire effect:

## Is biotech a positive development?





# MONOPOLY ON MORAL HIGHGROUND





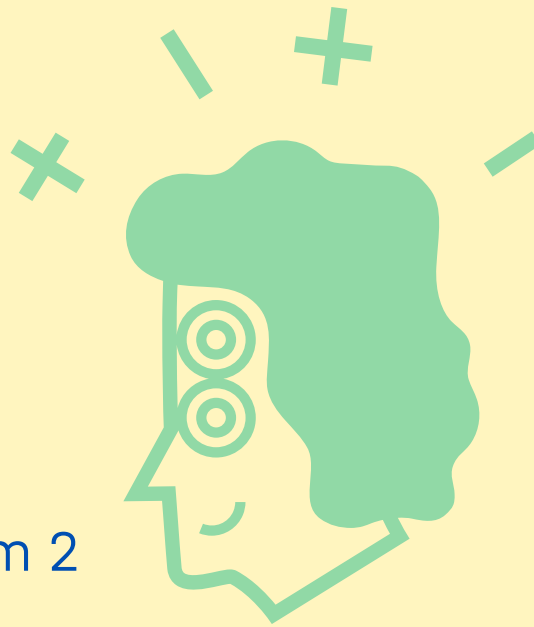
# WHAT DOES WORK #1

## Understanding our decision making

**98%**

### System 1

- Instinct, intuitive
- Automatic, fast
- Sends suggestions to system 2

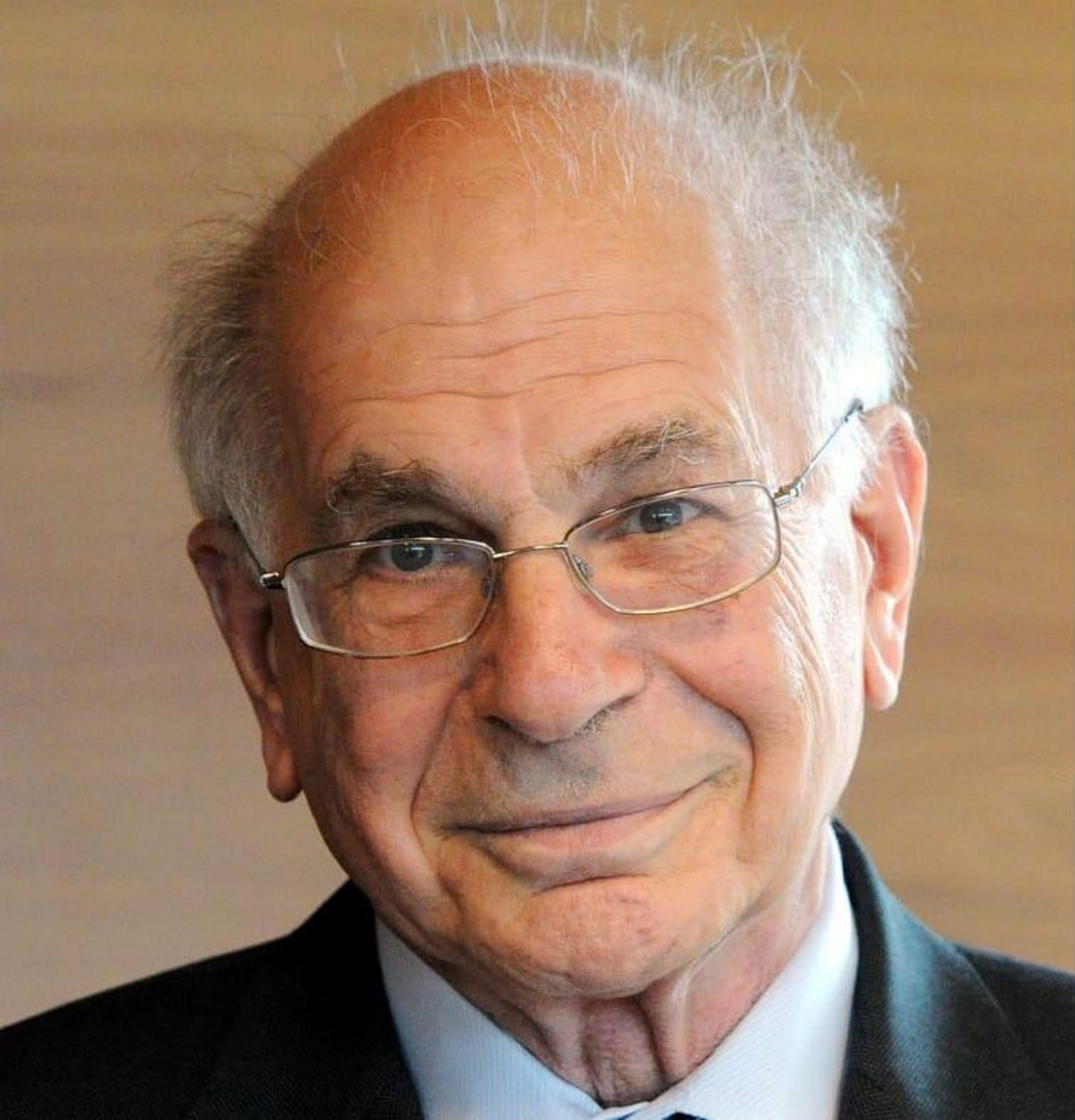


**2%**

### System 2

- Rational thinking
- On demand, slow
- Turns suggestions into beliefs





THINKING,  
FAST AND SLOW

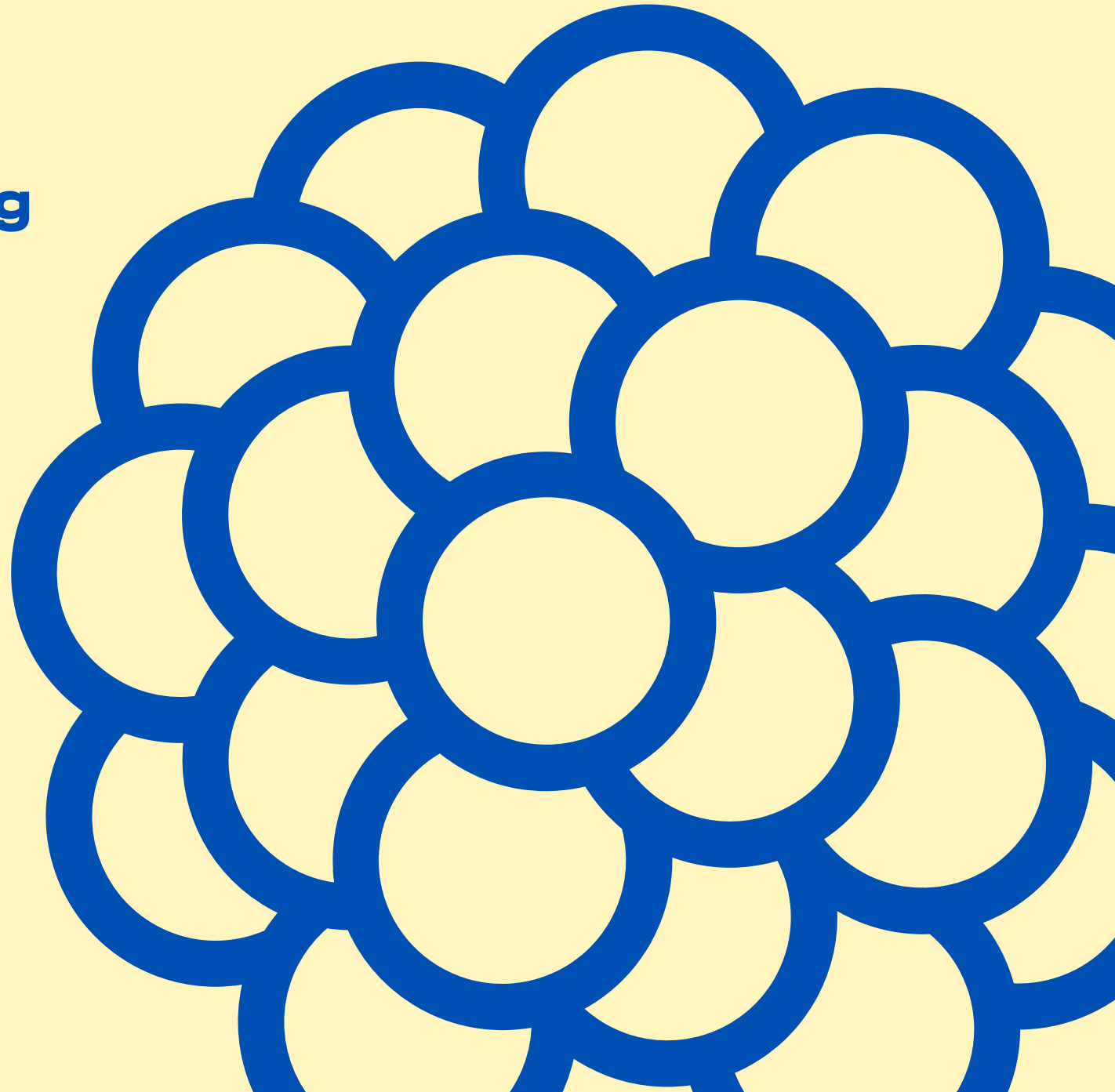


DANIEL  
KAHNEMAN



**Focusing on underlying  
needs & desires**

**Find the  
Job-to-be-Done**





# Take a bite and subscribe



Stay up to speed with BioTech News

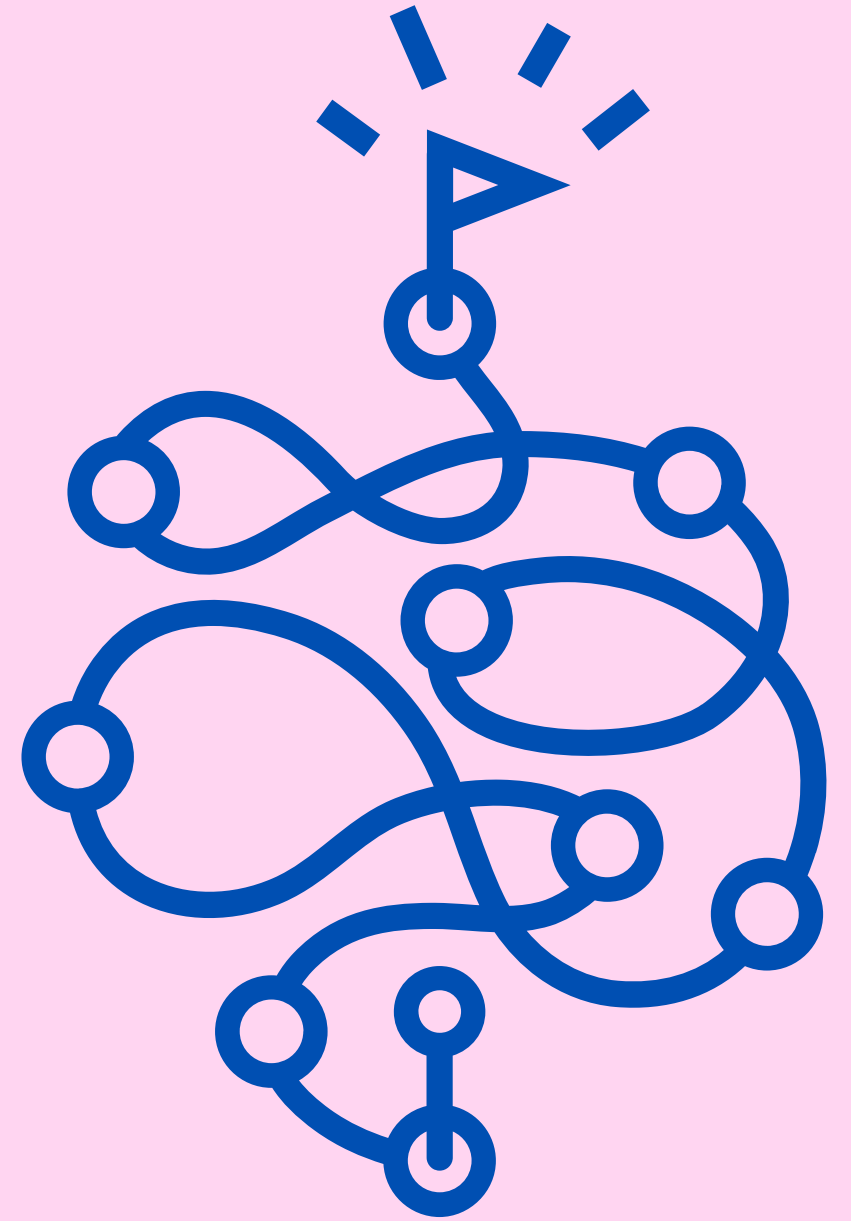
# Surf the Dutch Life Sciences Database



Find biotech companies in the Netherlands



**Your path  
doesn't have  
to be straight**



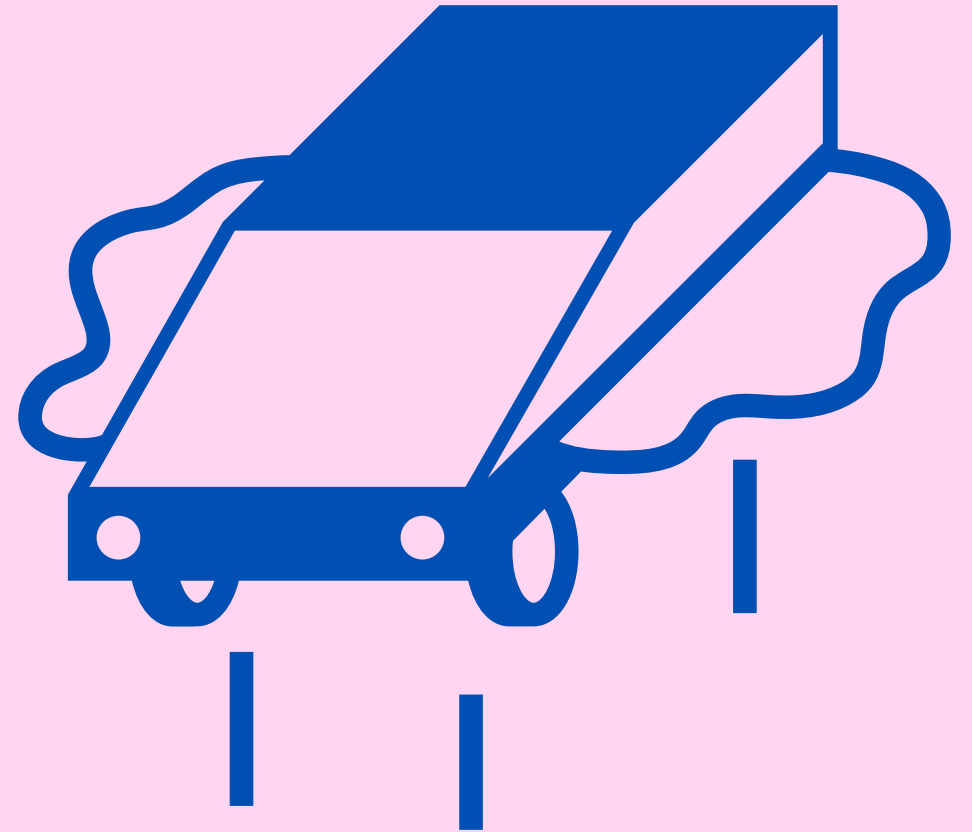




**Impact  
starts  
with  
knowing  
yourself**



**You make a  
difference  
through  
others**





**BIOTECH  
MAKES  
LIFE  
BETTER**

